IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application. An identifier indicating the status of each claim is provided.

Listing of Claims

1. (Currently Amended) A system for creating web site data, comprising:

a plurality of storages, each for storing data to be used for defining a range of one of a plurality of web site dimensions;

a web site template storage for storing a plurality of web site templates, each of said web site templates including a set of characteristics for one or more of said plurality of web site dimensions, all of the characteristics for each of the web site dimensions at least in part defining a subset of said data stored in said storage corresponding to said dimension;

wherein said storages store data according to at least an industry type classification;

a description generator for generating a description of a web site based upon at least one of said plurality of web site templates;

an external interface generator for generating an interface to an external component, the external component being an external server-hosted application developed by a third party that generates custom content for inclusion in the web site; and

a data input means for editing the generated description of the web site.

2. (Canceled)

3. (Previously Presented) The system as claimed in claim 1, wherein a probability for generating two of the same description of a web site based upon one of said plurality of web site templates is less than one.

4. (Previously Presented) The system as claimed in claim 1, wherein each of a predetermined number of descriptions of a web site generated based upon one of said plurality of web site templates is distinguishable from the other descriptions.

5. (Previously Presented) The system as claimed in claim 1, further comprising a description storage for storing the generated description of the web site.

6. (Original) The system as claimed in claim 1, wherein the description of a web site is generated pseudo-randomly.

7. (Original) The system as claimed in claim 1, wherein the description of a web site is generated in a non-deterministic manner.

8. (Original) The system as claimed in claim 1, wherein the description of a web site is generated randomly.

9. (Original) The system as claimed in claim 1, wherein one of the plurality of web site dimensions is web site content.

10. (Original) The system as claimed in claim 1, wherein one of the plurality of web site dimensions is web site layout.

11. (Original) The system as claimed in claim 1, wherein one of the plurality of web site dimensions is web site navigation.

12. (Original) The system as claimed in claim 1, wherein one of the plurality of web site dimensions is web site component applications.

13. (Original) The system as claimed in claim 1, wherein one of the plurality of web site dimensions is web site colors.

14. (Original) The system as claimed in claim 1, wherein one of the plurality of web site dimensions is web site theme.

15. (Original) The system as claimed in claim 1, wherein one of the plurality of web site dimensions is web site graphics.

16. (Original) The system as claimed in claim 1, wherein one of the plurality of web site dimensions is web site image set.

17. (Original) The system as claimed in claim 1, wherein one of the plurality of web site dimensions is platform for accessing the web site.

18. (Original) The system as claimed in claim 1, wherein a combination of the data defining at least two of the respective web site dimensions is selected in accordance with said web site description.

19. (Original) The system as claimed in claim 18, wherein the combination of the data is selected in accordance with a predetermined relationship between at least two characteristics for the one or more web site dimensions.

20. (Original) The system as claimed in claim 1, wherein all of the characteristics for each of the web site dimensions at least in part define a complementary subset of said data stored in said storage corresponding to said dimension.

21. (Original) The system as claimed in claim 1, wherein at least two of the characteristics of one or more web site dimensions include a predetermined relationship with each other.

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22. (Original) The system as claimed in claim 1, wherein all of the characteristics for one or more of the web site dimensions at least in part defining a subset of said data stored in one or more of said storages corresponding to at least one other dimension.

23. (Original) The system as claimed in claim 1, wherein one or more of the web site templates define a relationship between at least two of the characteristics for the one or more web site dimensions.

24. (Original) The system as claimed in claim 1, wherein each of the plurality of web site templates corresponds to a specific industry.

25. (Original) The system as claimed in claim 1, wherein each of the plurality of web site templates corresponds to at least one general industry.

26. (Currently Amended) A method of generating web site data, comprising the steps of:

storing data to be used for defining a range of a plurality of web site dimensions, data used for defining the range of each of the plurality of web site dimensions being stored in a respective storage;

storing a plurality of web site templates, each of said web site templates including a set of characteristics for one or more of said plurality of web site dimensions, all of the characteristics for each of the web site dimensions at least in part defining a subset of said data stored in said storage corresponding to said dimension;

wherein said data are stored according to at least an industry type classification;

generating a description of a web site based upon at least one of said plurality of web site templates;

generating an interface to an external component, the external component being an external server-hosted application developed by a third party that generates custom content for inclusion in the web site; and

editing the generated description of the web site.

27. (Canceled)

28. (Previously Presented) The method as claimed in claim 26 wherein a probability for generating two of the same description of a web site based upon one of said plurality of web site templates is less than one.

29. (Previously Presented) The method as claimed in claim 26, wherein each of a predetermined number of descriptions of a web site generated based upon one of said plurality of web site templates is distinguishable from the other descriptions.

30. (Previously Presented) The method as claimed in claim 26, further comprising the step of storing the generated description of the web site.

31. (Previously Presented) The method as claimed in claim 26, wherein the description of a web site is generated pseudo-randomly.

32. (Previously Presented) The method as claimed in claim 26, wherein the description of a web site is generated in a non-deterministic manner.

33. Previously Presented) The method as claimed in claim 26, wherein the description of a web site is generated randomly.

34. (Previously Presented) The method as claimed in claim 26, wherein one of the plurality of web site dimensions is web site content.

35. (Original) The method as claimed in claim 26, wherein one of the plurality of web site dimensions is web site layout.

36. (Original) The method as claimed in claim 26, wherein one of the plurality of web site dimensions is web site navigation.

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37. (Original) The method as claimed in claim 26, wherein one of the plurality of web site dimensions is web site component applications.

38. (Original) The method as claimed in claim 26, wherein one of the plurality of web site dimensions is web site colors.

39. (Original) The method as claimed in claim 26, wherein one of the plurality of web site dimensions is web site theme.

40. (Original) The method as claimed in claim 26, wherein one of the plurality of web site dimensions is web site graphics.

41. (Original) The method as claimed in claim 26, wherein one of the plurality of web site dimensions is web site image set.

42. (Original) The method as claimed in claim 26, wherein one of the plurality of web site dimensions is platform for accessing the web site.

43. (Original) The method as claimed in claim 26, wherein a combination of the data defining at least two of the respective web site dimensions is selected in accordance with said web site description.

44. (Original) The method as claimed in claim 43, wherein the combination of the data is selected in accordance with a predetermined relationship between at least two characteristics for the one or more web site dimensions.

45. (Original) The method as claimed in claim 26, wherein all of the characteristics for each of the web site dimensions at least in part define a complementary subset of said data stored in said storage corresponding to said dimension.

46. (Original) The method as claimed in claim 44, wherein at least two of the characteristics of one or more web site dimensions include a predetermined relationship with each other.

47. (Original) The method as claimed in claim 26, wherein all of the characteristics for one or more of the web site dimensions at least in part defining a subset of said data stored in one or more of said storages corresponding to at least one other dimension.

48. (Original) The method as claimed in claim 26, wherein one or more of the web site templates define a relationship between at least two of the characteristics for the one or more web site dimensions.

49. (Original) The method as claimed in claim 26, wherein each of the plurality of web site templates corresponds to a specific industry.

50. (Original) The method as claimed in claim 26, wherein each of the plurality of web site templates corresponds to at least one general industry.

51. (Currently Amended) A system for creating web site data, comprising:

a plurality of data storage means, each for storing data to be used for defining a range of one of a plurality of web site dimensions;

template storage means for storing a plurality of web site templates, each of said web site templates including a set of characteristics for one or more of said plurality of web site dimensions, all of the characteristics for each of the web site dimensions at least in part defining a subset of said data stored in said data storage means corresponding to said dimension;

wherein said data storage means stores said data according to at least an industry type classification;

description generator means for generating a description of a web site based upon at least one of said plurality of web site templates;

an external interface generator for generating interfaces to external components, the external components being external server-hosted applications developed by third parties that generate custom content for inclusion in the web site; and

  editing means for editing the description of the web site.

52. (Currently Amended) A set of computer program instructions for creating web site data, comprising:

  an instruction for storing data to be used for defining a range of a plurality of web site dimensions, data used for defining the range of each of the plurality of web site dimensions being stored in a respective storage;

  an instruction for storing a plurality of web site templates, each of said web site templates including a set of characteristics for one or more of said plurality of web site dimensions, all of the characteristics for each of the web site dimensions at least in part defining a subset of said data stored in said storage corresponding to said dimension;

  wherein said instruction for storing data stores said data according to at least an industry type classification;

  an instruction for generating a description of a web site based upon at least one of said plurality of web site templates;

  an instruction for generating an interface to an external component, the external component being an external server-hosted application developed by a third party that generates custom content for inclusion in the web site; and

  an instruction to provide editing means for editing the description of the web site.

53. (Currently Amended) A system for creating web site data, comprising:

  a plurality of storages, each for storing data to be used for defining a range of one of a plurality of web site dimensions;

  a web site template storage for storing a plurality of web site templates, each of said web site templates including a set of characteristics for one or more of said plurality of web site dimensions, all of the characteristics for each of the web site dimensions at least in part defining a subset of said data stored in said storage corresponding to said dimension;

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wherein said storages store said data according to at least an industry type classification;

a description generator for generating a description of a web site based upon at least one of said plurality of web site templates;

an external interface generator for generating an interface to an external component, the external component being an external server-hosted application developed by a third party that generates custom content for inclusion in the web site; and

a data input means for editing the description of the web site.

54. (Currently Amended) A method of creating multimedia information data, comprising the steps of:

storing data to be used for defining a range of a plurality of multimedia information dimensions, data used for defining the range of each of the plurality of multimedia information dimensions being stored in a respective storage;

storing a plurality of multimedia information templates, each of said multimedia information templates including a set of characteristics for one or more of said plurality of multimedia information dimensions, all of the characteristics for each of the multimedia information dimensions at least in part defining a subset of said data stored in said storage corresponding to said dimension;

wherein said data is stored according to at least an industry type classification;

generating a description of a web site based upon at least one of said plurality of web site templates;

generating an interface to an external component, the external component being an external server-hosted application developed by a third party that generates custom content for inclusion in the web site; and

editing the description of the web site.